

A Conceptual Framework to Study Cognitive-Affective Destination Images of Thailand among French Tourists

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Abstract : Product or service image is among the vital factors that predict individuals' choice of buying a product or services, goes to a place or attached to a person. Similarly, in the context of tourism, the destination image is a very important factor to which tourist considers before making their tour destination decisions. In light of this, the objective of this study is to conceptually investigate among French tourists, the determinants of Thailand's tourism destination image. For this objective to be achieved, prior studies were reviewed, leading to the development of conceptual framework highlighting the determinants of destination image. In addition, this study develops some hypotheses that are to be empirically investigated. Aside these, based on the conceptual findings, suggestions on how to motivate European tourists to chose Thailand as their preferred tourism destination were made.

Keywords : cognitive destination image, affective destination image, motivations, risk perception, word of mouth

Conference Title : ICDBTD 2019 : International Conference on Destination Branding and Tourism Development

Conference Location : Paris, France

Conference Dates : November 20-21, 2019